

WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Greer Margolis Mitchell, Burns &
Associates-Washington
1010 Wisconsin Ave NW
Ste 800
Washington, DC 20007

Contract # 1357178

Schedule Dates 09/04/12-09/10/12
Advertiser Obama for America (30051)
Agency Greer Margolis Mitchell, Burns & Associates-Washi
Product POLITICAL CANDIDATE (ns) (1186)
Brand OBAMA FOR AMERICA (187386)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Bassett, Laura
Phone/Fax /
CPE 95/101/1536
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments OBAMA FOR AMERICA
JONATHAN VITTI
SHARE = 8%

Date Entered 08/18/12
Last Modified 08/18/12
Entered By Lisa Carter
CO-OP No
Headline # ECR09796973
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$172.50
Net Total \$977.50
Sales Tax

Greensboro (WXLV)
By Broadcast Month Spots Rate
Sep. 2012 41 \$1,150.00
Grand Total: 41 \$1,150.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	09/04/12-09/07/12	4	:30	7A-ABC-Good Morning America	5		X	X	X	X			5	\$25.00	\$125.00	Greensboro (WXLV)	GOOD MORNING AMERICA	8/18/12
2.0	Normal Line / SPOT (2)	09/04/12-09/07/12	4	:30	9A- Judge Mathis 2	4		1	1	1	1			4	\$20.00	\$80.00	Greensboro (WXLV)	JUDGE MATHIS	8/18/12
3.0	Normal Line / SPOT (3)	09/08/12-09/08/12	4	:30	8A- ABC-Good Morning American Saturday	1						1		1	\$10.00	\$10.00	Greensboro (WXLV)	GOOD MORNING AMERICA WK	8/18/12
4.0	Normal Line / SPOT (4)	09/09/12-09/09/12	4	:30	10:58-40A- ABC-This Week	1							1	1	\$25.00	\$25.00	Greensboro (WXLV)	THIS WEEK	8/18/12
5.0	Normal Line / SPOT (6)	09/04/12-09/07/12	4	:30	12P- 1P (EST)	4		1	1	1	1			4	\$20.00	\$80.00	Greensboro (WXLV)	MILLIONAIRE	8/18/12
6.0	Normal Line / SPOT (10)	09/04/12-09/07/12	4	:30	5P- The Doctors	4		1	1	1	1			4	\$25.00	\$100.00	Greensboro (WXLV)	DOCTORS	8/18/12
7.0	Normal Line / News (11)	09/04/12-09/07/12	4	:30	5:58-30P- News-News 14 Carolina on ABC 45 at 6pm	4		1	1	1	1			4	\$45.00	\$180.00	Greensboro (WXLV)	NEWS14 ABC45	8/18/12
8.0	Normal Line / News (12)	09/04/12-09/07/12	4	:30	6:30P- ABC-World News Monday-Friday	2		X	X	X	X			2	\$55.00	\$110.00	Greensboro (WXLV)	ABC WORLD NEWS	8/18/12
9.0	Normal Line / News (17)	09/09/12-09/09/12	4	:30	6:28-45P- ABC-World News Sunday	1							1	1	\$60.00	\$60.00	Greensboro (WXLV)	ABC WORLD NEWS	8/18/12
10.0	Normal Line / News (20)	09/04/12-09/07/12	4	:30	11:01P- News- News 14 Carolina on ABC 45 at 11pm	4		1	1	1	1			4	\$40.00	\$160.00	Greensboro (WXLV)	NEWS14 ABC45	8/18/12
11.0	Normal Line / SPOT (21)	09/04/12-09/07/12	4	:30	11:35P- ABC-Nightline	4		1	1	1	1			4	\$15.00	\$60.00	Greensboro (WXLV)	NIGHTLINE	8/18/12

CONFIRMATION CONTRACT

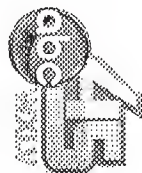
Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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3500 Myer Lee Dr
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Contract # 1357178

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Sales Office Millennium Washington DC
Buyer Name Bassett, Laura
Phone/Fax /
CPE 95/101/1536
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments OBAMA FOR AMERICA
JONATHAN VITTI
SHARE = 8%

Date Entered 08/18/12
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Entered By Lisa Carter
CO-OP No
Headline # ECR09796973
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$172.50
Net Total \$977.50
Sales Tax

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Sep. 2012	41	\$1,150.00
Grand Total:	41	\$1,150.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / SPOT (22)	09/04/12-09/07/12	4	:30	12:02:05A- ABC-Jimmy Kimmel Live			1	1	1	1			4	\$5.00	\$20.00	Greensboro (WXLV)	JIMMY KIMMEL	8/18/12
13.0	Normal Line / SPOT (10)	09/10/12-09/10/12	4	:30	SP- The Doctors		1							1	\$25.00		Greensboro (WXLV)	DOCTORS	8/18/12
13.0.1	Closed Preempt (10)	09/10/12															Greensboro (WXLV)	Program Change/Exception - Ricki Lake	
14.0	Normal Line / News (11)	09/10/12-09/10/12	4	:30	5:58-30P- News-News 14 Carolina on ABC 45 at 6pm		1							1	\$45.00	\$45.00	Greensboro (WXLV)	NEWS14 ABC45	8/18/12
15.0	Normal Line / News (12)	09/10/12-09/10/12	4	:30	6:30P- ABC-World News Monday-Friday		1							1	\$55.00	\$55.00	Greensboro (WXLV)	ABC WORLD NEWS	8/18/12
16.0	Normal Line / News (20)	09/10/12-09/10/12	4	:30	11:01P- News-News 14 Carolina on ABC 45 at 11pm		1							1	\$40.00	\$40.00	Greensboro (WXLV)	NEWS14 ABC45	8/18/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Margolis Burns Gladia

1 of 2

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

— REMARKS —

pls. see line # 22 for tp correction.

pls advise/revise asap.
tks

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*5	TU-F,M	09/04-09/10	11A-12P	VIEW	.30	\$20.00	4	1	4	\$80.00
		Station Remark.	V4 this line is n/a. (oversold)							
*7	TU-F,M	09/04-09/10	1P-2P	THE CHEW	.30	\$20.00	4	1	4	\$80.00
		Station Remark.	V4 this line is n/a. (oversold)							
*8	TU-F,M	09/04-09/10	2P-3P	GMA IN THE AFTERNOON	.30	\$20.00	4	1	4	\$80.00
		Station Remark.	V4 this line is n/a. (oversold)							
*9	TU-F,M	09/04-09/10	3P-4P	RICKI LAKE	.30	\$50.00	4	1	4	\$200.00
		Station Remark.	V4 this line is n/a. (oversold)							
*10	TU-F,M	09/04-09/10	5P-6P	DOCTORS	.30	\$25.00	5	1	5	\$125.00
		Station Remark.	V4 1x is n/a. (oversold)							
*12	TU-F,M	09/04-09/10	630P-7P	ABC WORLD NEWS	.30	\$55.00	5	1	5	\$275.00
		Station Remark.	V4 2x are n/a. (oversold)							

Rep Order# 9796973 Ver# 4 Status Returned Traffic Order# 1357178
 EC'd Yes

Printed: 08/23/2012 4:46 PM
 Last Received: 08/22/2012 12:54 PM
 Showing Buylines: Last Sta Revised Lines

Station WXLV-TV GREENSBORO/W.SALEM
 Advertiser () POLITICAL
 Product OBAMA FOR AMERICA
 Estimate# 1536
 Buyer Laura Bassett
 Phone#
 Fax#
 Agency () GMMB
 3050 K ST NW
 WASHINGTON, DC 20007
 Agency C/P1/P2/E 95/101/1536
 Flight Dates 09/04/2012 - 09/10/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () WASHINGTON
 Salesperson () JONATHAN VITTI
 Salesperson Phone# 202-955-5342
 Salesperson FAX#

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*13	SA	09/08-09/08	6P-630P	HOLLYSCOOP	.30	\$25.00	1	1	1	\$25.00
		Station Remark. V4 this line is n/a (oversold)								
*22	TU-F,M	09/04-09/10	12A-1A	JIMMY KIMMEL	.30	\$5.00	4	1	4	\$20.00
		Station Remark. V4 Correct tp is 1202-108m								

---REPORT TOTALS---

Report Totals. 31 / \$885.00

---SALES MONTHLY TOTALS---

Sep 12. 61 / \$1,750.00
 Sales Totals. 61 / \$1,750.00
 Station Totals. 61 / \$1,750.00
 Lines not sent/rcld/rtn. 0 / \$0.00

---COMPETITIVE---

Market Totals	\$21,875	CABL 0%	UNKN 0%	WBFX 0%	WCWG 0%	WENT 30%
		WGHP 28%	WMIV 3%	WUPN 0%	WXII 31%	WXLV 8%

Books null
 Demos RA35+

Rep Order# 9796973 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 1357178

Printed: 08/22/2012 2:02 PM
Last Received: 08/22/2012 12:54 PM
Showing Buylines: All Rep Revised Lines

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1536
Buyer Laura Bassett
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

***** Contract Coversheet *****

V.1 8/17

NEW POLITICAL ORDER. STARTS 9/4. TOTAL \$4025.

PLS CF- CHRISTINA FOR JON

\$600

1X → 8-AP
OUT

9/9

✓

Rep Order# 9796973 Ver# 3 Status Revised
EC'd Yes

Traffic Order#

Printed: 08/22/2012 2:02 PM
Last Received: 08/22/2012 12:54 PM
Showing Buylines: All Rep Revised Lines

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1536
Buyer Laura Bassett
Phone#
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Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

PLS SEE LNS 17-19 FOR CLIENT CUTS
PLS CF THANKS

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
17	TU	09/04-09/04	10P-11P	PRIVATE PRACTICE	.30	\$705.00	0	0	0	\$0.00
		Sales Remark: V3 SPOT HAS BEEN CANCELLED PER CLIENT								
		V3 Comment Changed, Spots/week Changed								
18	TH	09/06-09/06	10P-11P	ROOKIE BLUE	.30	\$785.00	0	0	0	\$0.00
		Sales Remark: V3 SPOT HAS BEEN CANCELLED PER CLIENT								
		V3 Comment Changed, Spots/week Changed								
19	SU	09/09-09/09	8P-9P	SECRET MILLIONAIRE	.30	\$785.00	0	0	0	\$0.00
		Sales Remark: V3 SPOT HAS BEEN CANCELLED PER CLIENT								
		V3 Comment Changed, Spots/week Changed								

---REPORT TOTALS---

Report Totals. 0 / \$0.00

---SALES MONTHLY TOTALS---

Sep 12. 61 / \$1,750.00

Rep Order# 9796973 Ver# 3 Status Revised
EC'd Yes

Traffic Order#

Printed: 08/22/2012 2:02 PM
Last Received: 08/22/2012 12:54 PM
Showing Buylines: All Rep Revised Lines

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1536
Buyer Laura Bassett
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

Sales Totals. 61 / \$1,750.00
Station Totals. 61 / \$1,750.00
Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---

Market Totals	\$21,875	CABL 0%	UNKN 0%	WBFX 0%	WCWG 0%	WENT 30%
		WGHP 28%	WMYV 3%	WUPN 0%	WXII 31%	WXLV 8%

Books null
Demos RA35+

Rep Order# 9796973 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/17/2012 5:00 PM
Last Received: 08/17/2012 1:47 PM
Showing Buylines: All Rep Revised Lines

1 of 4

Station WXLV-TV GREENSBORO/W.SALEM

Advertiser () POLITICAL

Product OBAMA FOR AMERICA

Estimate# 1536

Buyer Laura Bassett

Phone#

Fax#

Agency () GMMB

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 95/101/1536

Flight Dates 09/04/2012 - 09/10/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () JONATHAN VITTI

Salesperson Phone# 202-955-5342

Salesperson FAX#

***** Contract Coversheet *****

V.1 8/17

NEW POLITICAL ORDER. STARTS 9/4. TOTAL \$4025.

PLS CF- CHRISTINA FOR JON

Station WXLV-TV GREENSBORO/W.SALEM
 Advertiser () POLITICAL
 Product OBAMA FOR AMERICA
 Estimate# 1536
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 Phone#
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Agency () GMMB
 3050 K ST NW
 WASHINGTON, DC 20007
 Agency C/P1/P2/E 95/101/1536
 Flight Dates 09/04/2012 - 09/10/2012
 Hiatus Weeks

Rep Firm
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Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
1	TU-F,M	09/04-09/10	7A-9A	GOOD MORNING AMERICA	.30	\$25.00	5	1	5	\$125.00
2	TU-F,M	09/04-09/10	9A-10A	JUDGE MATHIS	.30	\$20.00	4	1	4	\$80.00
3	SA	09/08-09/08	8A-9A	GOOD MORNING AMERICA WK	.30	\$10.00	1	1	1	\$10.00
4	SU	09/09-09/09	11A-12P	THIS WEEK	.30	\$25.00	1	1	1	\$25.00
5	TU-F,M	09/04-09/10	11A-12P	VIEW	.30	\$20.00	4	1	4	\$80.00
6	TU-F,M	09/04-09/10	12P-1P	MILLIONAIRE	.30	\$20.00	4	1	4	\$80.00
7	TU-F,M	09/04-09/10	1P-2P	THE CHEW	.30	\$20.00	4	1	4	\$80.00
8	TU-F,M	09/04-09/10	2P-3P	GMA IN THE AFTERNOON	.30	\$20.00	4	1	4	\$80.00
9	TU-F,M	09/04-09/10	3P-4P	RICKI LAKE	.30	\$50.00	4	1	4	\$200.00
10	TU-F,M	09/04-09/10	5P-6P	DOCTORS	.30	\$25.00	5	1	5	\$125.00
11	TU-F,M	09/04-09/10	6P-630P	NEWS14 ABC45	.30	\$45.00	5	1	5	\$225.00
12	TU-F,M	09/04-09/10	630P-7P	ABC WORLD NEWS	.30	\$55.00	5	1	5	\$275.00
13	SA	09/08-09/08	6P-630P	HOLLYSCOOP	.30	\$25.00	1	1	1	\$25.00

Station WXLV-TV GREENSBORO/W.SALEM Agency () GMMB Rep Firm () WASHINGTON
 Advertiser () POLITICAL 3050 K ST NW Sales Office () JONATHAN VITTI
 Product OBAMA FOR AMERICA WASHINGTON, DC 20007 Salesperson ()
 Estimate# 1536 Agency C/P1/P2/E 95/101/1536 Salesperson Phone# 202-955-5342
 Buyer Laura Bassett Flight Dates 09/04/2012 - 09/10/2012 Salesperson FAX#
 Phone# Hiatus Weeks

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
14	SU	09/09-09/09	630P-7P	ABC WORLD NEWS	.30	\$60.00	1	1	1	\$60.00
17	TU	09/04-09/04	10P-11P	PRIVATE PRACTICE	.30	\$705.00	1	1	1	\$705.00
18	TH	09/06-09/06	10P-11P	ROOKIE BLUE	.30	\$785.00	1	1	1	\$785.00
19	SU	09/09-09/09	8P-9P	SECRET MILLIONAIRE	.30	\$785.00	1	1	1	\$785.00
20	TU-F,M	09/04-09/10	11P-1135P	NEWS14 ABC45	.30	\$40.00	5	1	5	\$200.00
21	TU-F,M	09/04-09/10	1135P-1205A	NITELINE	.30	\$15.00	4	1	4	\$60.00
22	TU-F,M	09/04-09/10	12A-1A	JIMMY KIMMEL	.30	\$5.00	4	1	4	\$20.00

---REPORT TOTALS---
 Report Totals. 64 / \$4,025.00

---SALES MONTHLY TOTALS---
 Sep 12. 64 / \$4,025.00
 Sales Totals. 64 / \$4,025.00
 Station Totals. 64 / \$4,025.00
 Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---
 Market Totals \$50,313
 CABL 0%
 WHP 28%
 UNKN 0%
 WMYV 3%
 WBFX 0%
 WUPN 0%
 WCMG 0%
 WXII 31%
 WMY 30%
 WXLV 8%

Books null
 Demos RA35+

2450
 200

Rep Order# 9796973 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/17/2012 5:00 PM
Last Received: 08/17/2012 1:47 PM
Showing Buylines: All Lines

4 of 4

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1536
Buyer Laura Bassett
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

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